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## **Effective marketing techniques for promoting library services and resources in Academic libraries**

Joshua, Dauda\*      Michael, Daksiri\*\*

### **ABSTRACT**

*This study is designed to investigate marketing techniques for promoting library services and resource in Mustapha Abba Library, Federal College of Education Yola. The study employed a descriptive survey research design. The population consisted of thirty-six librarians which were used for the study, but only twenty-nine librarians where readily available. The crux of the study was to discover the need to market Library services and resources, kinds of services and resources available for marketing, current marketing techniques employed by Mustapha Abba Library. The data were collected and analyzed by the use of frequency tables, percentages and mean score. The results of the data analyzed revealed that the most rated need for marketing library services is to achieve the objectives of the library to identify the information needs of users. Some of the library services which are available and marketed are Reference services, Indexing and Abstracting services, and provision of Internet access, whereas resources such like, Books, Journals and Newspapers are all provided. The most widely used technique electronic access to information, followed by exhibitions and display of newly arrived materials.*

**Keywords:** *Marketing, library services, academic libraries, products, price, promotion*

### **INTRODUCTION**

A Library is an institution, where information resources are systematically processed and stored, properly preserved and made easily available to users when needed without loss of time. According to American Library Association, (2019) website, a Library is a collection of resources in a variety of formats that is, organized by information professionals or other experts who, provide convenient physical, digital, bibliographic or intellectual access and offer targeted services and programs with the mission of educating, informing, or entertaining a variety of audience and the goal of stimulating individual learning and advancing society as a whole. Academic Libraries are the ones established and maintained by higher institutions of learning such as universities, polytechnics, research institutes and colleges of education, this is in line with the definition given by Adegoke (2015;1) that “Academic Libraries are

Libraries attached to higher institutions of learning above the secondary level, which are responsible for providing information resources and services to support teaching, learning and research needs of students, staff and other clientele of their institutions.” The following are some of the services provided by an academic Library as discussed by Umoh, 2017; 155-157: Circulation/borrowing services, Reference services, Bibliographic verification services, Current Awareness Services (CAS), Reprographic services, Extension/ community services, Technical Services, Inter-Library Co-operation. Resources in the Library can be basically grouped into two parts; the hardcopy resources i.e. print resources and the soft copy materials i.e. electronic resources. Library resources are information materials found in the Library which embody books, journals, newspapers, magazines, theses, reports, government publications among others, these resources manifest either in print or in electronic format (Odu, 2017;37). Print resources are the traditional resources which are found in the Library, (Adegoke, 2015;3) record these resources as books, journals, newspapers, magazines and pamphlets, bound copies of e-journals, documents generated within the university (Local Contents), proceedings of government and its parastatals, documents on Africa and America. Non-Print Resources, known as electronic resources or audio-visual materials are soft copies of information that can only be viewed through the use of compatible hardware or application of Information and Communication Technology devices. Electronic resources can be found in slides, CD-ROMs, microforms, Internet, audio cassette, video cassette and other storage devices. These resources are called e-books, e-journals, e-magazines, e-documents, microfilms, reference databases (Adegoke, 2015:3, Joshua, 2014: 1).

The concept of marketing has variously been defined by different scholars in librarianship. The bottom line of these definitions given by Osinulu, Adekunmisi, Okewale, and Oyewusi, (2018) is that marketing in the context of Libraries involves provision of Library resources and services, using different tools and technologies in order to create awareness, attract and improve Library patrons use of the Library resources and services. The aim of marketing is informing the users (active and potential) of the multiplicity of services that a Library has provided (Kumar, 2017; 218). In order to remain viable in the environment of competition from other information sources such as web-based commercial services, Libraries must market their services to make strong connection with community as agreed by Yi, (2016) that for Libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organisational mission, goals and objectives. Since the Library is not a profit organization, it highly depends on grants from

donors and financial allocation from the parent institute to run its operations as referred to by Jacob and Olajide, (2018) the Library is obviously not a profit-making organization, hence its worth and survival cannot be determined by profit, continued financial support for the operation of the Library may depend on the demonstrated use of services it provides, a service that is not used does not need financial support. Libraries therefore, have the responsibility of encouraging the use of the services they provide to gain further grants and funds allocation for effective running of the Library activities. The significance and impact of the services provided by an academic Library is determined by level of the Library patronisation by users, the Library is established to serve the patrons, if the users do not make use of the Library hence we can say its main purpose is defeated. The essence of marketing involves finding out what the users want then setting out to meet those needs. According to Odunlade, Akinde, and Ojo, (2014) there are two key purposes of marketing, (i) Achieving objective/goals of the academic Libraries, and (ii) Satisfying user/customer needs and wants. "The main objectives of Libraries today are to obtain self-sufficiency in their resources and to provide optimum level of services to reach more potential users and encourage the use of Library resources" (Emmanuel, John, and Etim, 2015; 4), to put it in simple words satisfying user/customer needs. No Library can exist without the users. The entire human and material resources in a Library are put in place at considerable expense for the overall purpose of providing effective services to the Library users.

Promotion is essentially the means or ways of informing or persuading clientele on what you do and what you can do, promotion includes utilizing persuasive information about general information services and communicating this information to target market segment that are potential clientele (Adegoke, 2015; 3). Before promotion, the Library should make sure the services and products they are promoting are cutting edge, because it will be illogical to promote resources that are dated and services that are not actively running, so it is important a Library get these facts in place first. Developing a strategic promotional plan will boost the level of Library's patronage clients. Adegoke, 2015; 4, identified some promotional techniques as introduction of current awareness service; exhibition and display, selective dissemination of information; bulletin boards; complaints/suggestion boxes, clientele education courses, electronic bill boards, audio-visual services, online dissemination of information via the Internet technology by creating links for current information on the Library portal. One of the effective means of communication the Library can use is clientele education, the academic Library can reach out to newly admitted students by organizing

exhibition and seminars on educating the students about the value of the Library, the assistance the Library can offer, the resources which is in the Library's repository and make the students understand that the Library is there solely to serve them. This seminar is quite different from the user education discussed by (Adegoke, 2015; 4) "Users' education is a compulsory one credit unit course taught under general studies (GST 104), the user education compulsory course help students get acquainted to the idea of Library, but it does not create the required public relation between the Library and the students, because they see it as a course which they need to study and pass the exams without really understanding the true essence of it. The Library can also decide to collect phone numbers or emails address of students which they will use in Current Awareness Service (CAS) and Selective Dissemination of Information (SDI) to students in the institution, this can really help in keeping in touch and continuous communication can help strengthen relation. Many Library resources and services may go unnoticed by constituents. Promotions should therefore be tailored to specific user groups. For example, information about resources offered to distance learners should target the distance learners' market base. Focus promotional efforts by devising a means to communicate with those most impacted, linking what Libraries offer to who needs or wants to use them (Lucas-Alfieri, 2015;67).

### **Statement of the Problem**

Marketing of services and resources by librarians in College Libraries has become a relevant and strategic issue for Libraries. It is the responsibility of the Library to provide the required information to users. Lack of awareness has resulted to non-utilisation or under-utilisation of services available in the Library, this is in line with different reports by (Adegoke, 2015; Aderibigbe and Farouk, 2017; Jacob and Olajide, 2018). We introduce marketing as a tool for publicising services and resources available in the Library, this is necessary because Library resources and services are put in place for optimal utilization by the users which will aid them in their academic pursuit. The importance of marketing Library resources and services cannot be over emphasized. Library resources are so expensive, but often remain underutilized resulting in wastage of money, time, energy and space, academic libraries invest huge amount of money on collection development, processing and storage of information resources but there is little effort made in making this resources known to users Adegoke, (2015).

To ensure maximum utilization of these resources there is the need for librarians to embark on publicity or sensitization to users so as to promote the use of their services and resources. The consequences of lack of promotion and marketing are enormous but in this study we will be focused on low patronage and underutilization of information resources and services by Library users. For Libraries to attain good height and achieve their goals; they must have qualitative marketing approach and set objective such as to achieve high level of customer satisfaction, and insure the survival of their institutions. Adekunmisi (2013) asserted that, Libraries and information centres have begun to realize that by using marketing principles and techniques, they can understand and better their users' needs, justify funding communicate more effectively with a variety of external audiences and achieve greater efficiency and optimal result in delivering product and services that meet the identified needs of their clients.

### **Objective of the Study**

1. To determine the need to market Library services and resources of Mustapha Abba Library.
2. What Library services and resources are available for marketing?
3. To determine current marketing techniques employed by Mustapha Abba Library and strategies to enhance marketing.

### **Scope of the Study**

In terms of geographical scope, the study will be restricted to Mustapha Abba Library, In terms of content; it will investigate the process of marketing Library and information services/resources of Mustapha Abba Library. It will cover the need for marketing Library services, services rendered in the College Library and current techniques employed in marketing of Library services. The population of the study will comprise all the academic librarians (with minimum of Bachelor of Science/Technology or Higher National Diploma in Library Science).

## Review of Literature

### *The concept of marketing:*

To begin with, it is important we clarify what marketing is. In the search to define what marketing essentially is, it appears that there is a wide multiplicity of definitions. According to Kotler & Armstrong, (2014; 5), marketing is defined as “the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return”. The American Marketing Association (2013) define marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” According to Business Dictionary (2019) website, “Marketing is the management process through which goods and services move from concept to the customer, it includes the coordination of four elements called the 4 p’s of marketing; (1) identification, selection and development of **product**, (2) determination of it **price**, (3) selection of distribution channel to reach the customers **place**, and (4) development and implementation of **promotional** strategy”. The true essence of above definitions of marketing is that: there are human needs, wants, and demands to be met (the product, service); the offers have ability to satisfy customer needs; the exchange of product or service is the primary activity for payment; the identification of favourable marketing opportunities and avenue for selling: persuading clientele on what you do, utilizing persuasive logics to attract the customer. There are many different and varied definitions of marketing, but many share the common consensus that marketing is a customer-oriented strategic management process, which needs both strategic planning and ground-roots action in order to be successful (Garoufallou, Siatri, Zafeiriou, & Balampanidou, 2013; 313). Marketing has been traditionally applied to the product based profit sector; however it could be adopted for use in the services based non-profit sector as an effective way to meet organizational and customer needs.

Marketing includes a variety of activities such as identifying the wants and needs of users and developing marketing strategies and needs to be a daily activity for every staff in an information organization. It is an integral part of all short-term and long-term planning in any information organization and is a means of growth and success of any information organization (Yi, 2018; 9). Marketing is an organizational process which establish the relationship between customers need/demand for products and services and delivered them through achieving the goals of organization (Kumar, 2017;219). Aderibigbe and Farouk,

2017; 92, posited that in the academic Library setting, marketing of information resources and services entails understanding the objectives of the Library, researching the needs of the target users, packaging the Library and its services to meet these needs, then promotion of the Library and its resources and services to attract the target users. Looking at these definitions it is clear that, marketing is a long range activities or group of activities which involves identifying the costumer's needs, repackaging those products/services tailored to the needs of the clients, promoting it so that clients know about it. The aim of marketing is informing the users (Actual and potential) of the multiplicity of services that a Library has provided (Kumar, 2017; 218). According to Odunlade, Akinde, and Ojo, (2014) there are two key purposes of marketing, (i) Achieving objective/goals of the academic Libraries, and (ii) Satisfying user/customer needs and wants. To facilitates this, marketing is the function by which the Library keeps in touch with its constituents via constructing sound mission and vision statements, understating Strengths, Weaknesses, Opportunities, Threats (SWOT) analyses, conducting data-driven research and assessments, and creating improvement plans for implementation (Lucas-Alfieri, 2015; 67). Lucas-Alfieri added that Marketing also includes revealing, communicating and advertising resources and services, otherwise known as promotions, to promote is to design educational methods to stimulate constituents' interest in using Library resources and services, It involves on-going activities that strategically reveal and advertise Library resources and services. For example, a Library should only promote a finite number of new resources at a time. Promoting too many at one time will create information overload and may be counterproductive. Promoting, therefore, should raise the general users' awareness of the Library offerings.

Kiilu and Otike, 2016 argued that the online revolution has provided lots of information so accessible that students no longer see the benefits of using the Library's resources and services viz-a-viz those of other information providers. The central role of the Library in the academic environment thereby becomes challenged compelling the Library to learn new skills to effectively compete for the attention of its intended users (Wilcox and Chia, 2013). That is why (Yi, 2016; 2) suggested that "For Libraries and information services to stay viable in the current climate, it is important that they adopt marketing strategies to help meet organizational mission, goals and objectives". Since the Library is not a profit organization it highly depends on grants from donors and financial allocation from the parent institute to run it operations as referred by (Jacob & Olajide, 2018; 55). The Library is obviously not a profit making organization, hence it worth and survival cannot be

determined by profit. Continued financial support for the operation of the Library may depend on the demonstrated use of services it provides, a service that is not used does not need financial support. Libraries therefore, have the responsibility of encouraging the use of the services they provide. By so doing, they are already marketing the Library. However, in order to do this effectively, Libraries and librarians need to embrace the total marketing function which involves market research and analysis, service planning and promotion (Adekumisi, 2013; 241).

### **Strategies deployed to market library information services:**

Successful marketing is made possible by determining how and where to contact your clients. To determine this, Libraries issue surveys to the various users, the results help librarians' conduct highly effective marketing and, therefore, avoid wasting time and money on superfluous initiatives (Dantus and Park, 2018; 3). Academic Libraries support teaching and research need of the institution they serve. It is Library's responsibilities to ensure that the use of its information sources, resources and services are maximized to benefit its users; hence the necessity of marketing these available resources.

As the need for promotion of services has grown and is now more widely recognised, the marketing mix has been refined and adapted to include services, not just products Mollel, (2013). Library services are those Activities or functions which are offered in the Library to assist users with their information needs. These services includes, but not limited to, Circulation /borrowing services, Reference service, Bibliographic verification services, Current Awareness Services (CAS), Reprographic services, Extension/community services, Inter-Library Co-operation. If these services are properly marketed, it will promote and attract more clients to the Library and also help users meet ends to their information needs. Chegwe and Anaehobi, (2015;8) describe some services offered in the academic Library as indexing and abstracting, is a means of such description to provide access to their identification and retrieval. Marketing indexing and abstracting services by academic Libraries will enhance user's awareness on how to locate materials in the subject area they need as well as providing summaries of the contents of reading materials in the Library thereby serving as time - saver for Library users, also if Current Awareness Services (CAS) are marketed, it will maximize patronage and further satisfy their needs in the mirage of published materials. Chegwe and Anaehobi (2015), further cited Kumar, (2014) where they

listed other services that could be marketed in academic Libraries which include; Reprographic services, Photocopy services, Bibliographic services, Internet services. Naqvi, (2013) share the idea that Libraries can carry out current awareness services through methods like electronic mail and bulletin board services, news clipping services, content page services, abstract bulletin, Table of content (TOC), Really simple syndication feed (RSS), blogs, and news alert.

Resources in the Library can be basically grouped into two parts; the hardcopy resources i.e. print resources and the soft copy materials i.e. electronic resources. Library resources are information materials found in the Library which embody books, journals, newspapers, magazines, theses, reports, government publications among others, these resources manifest either in print or in electronic format (Odu, 2017;37). Print resources are the traditional resources which are found in the Library, (Adegoke, 2015;3) record these resources as books, journals, newspapers, magazines and pamphlets, Bound copies of e-journals, documents generated within the university (Local Contents), proceedings of government and its parastatals, documents on Africa and America. Non-Print Resources, known as electronic resources or audio-visual materials are soft copies of information that can only be viewed through the use of compatible hardware or application of information and communication technology. Electronic resources can be found in slides, CD-ROMs, microforms, Internet, audio cassette, video cassette and other storage devices. These resources are called e-books, e-journals, e-magazines, e-documents, microfilms, Reference databases (Adegoke, 2015:3, Joshua, 2014: 1). Libraries need to provide more of electronic resources because it is easier to access remotely and almost every one with a Smartphone can access these resources. At present, there is an increase in the creation and publication of non-print materials, with online and electronic materials becoming more common and digitization in information organizations is a new trend (Yi, 2014). Academic Libraries are now serving more online users with greater demands than before. However, lecturers, students and users may not have a clear understanding about the relevant electronic resources available, resulting in low usage statistics prior to marketing electronic resources (Kennedy, 2013), this should be one of the reasons why the Library need to promote it services and resources. The mission statement of any Library should be to satisfy the information needs of users at the right time and place. The only way to accomplish this mission is when Libraries effectively market Library's resources and services.

The survival of a Library depends among other things on its image. This image should be the outcome of the quality and effectiveness of the services, the ability to anticipate the desires and requirement of actual and potential user and their fulfilment (Jacob and Olajide, 2018; 56). According to Odunlade, Akinde, and Ojo, 2014; Chegwe and Anaehobi, 2015 the purposes of marketing are, achieving objective/goals of the academic Libraries, satisfying user/customer needs and wants and establishing relationship with users. For Libraries to keep competitive in the current climate and to meet the challenges, it is vital that they understand and use of marketing strategies to achieve organizational goals and objectives. Marketing can be useful to information organizations. It enables information organizations to deliver the services and resources needed by the users, and to encourage new users to utilize the services and resources, and to inform users about new services and resources. The importance of marketing also lies in its ability to help information organizations to develop and promote their services and resources, to produce the values that are fundamental to the survival of information organizations. The challenges of budget cuts, increased user base, rapid growth of materials, rising costs, networking demands, competition by database vendors, and complexity in information requirement are forcing professionals to adopt marketing to improve the management of Library and information centres are some of the reason that necessitated marketing in Libraries (Jacob and Olajide, 2018;56).

As non-profit-making organizations, Library and information centres cannot avoid marketing practices. Kumar (2017; 221) has this to add, Libraries/information centres as non-profit organization have constituencies, e.g. clients to whom they provide services, the parent institution they receive funds. They should market their services for the following reasons:

1. Marketing enables librarians or information managers to understand the real needs of users for taking good management decision, which will in turn help in providing maximum information services to users more efficiently and effectively.
2. Librarian and information manager is not only interested on the users who use the services regularly. But he is also interested on non-users groups. Marketing play a vital role to identify the information needs of non-users and helps to provide them with necessary information.
3. Librarian and information manager need to present to their users services as an indispensable part of the organization and try to justify the claim that their clients/users cannot do their job efficiently or effectively without a Library services.

In this way, marketing technique and tool will help Libraries and information services receive more funding for their patrons.

4. Marketing may help to improve the image of the Library and information profession through collection of revenue performing different services to users.

The success of any Library should be to get users utilize the resources and service in the Library. This can be achieved by creating awareness and educating users on the benefit of using the Library's resources and services. In order to achieve this, various strategies have to be adopted by librarians and information professionals in marketing their products and services. Libraries and librarians must as a matter of utmost commitment embrace marketing in order to attract more users to the Library (Igwela and Owate, 2016;246). Marketing techniques are various strategy implored by Library in promoting it services and resources. Adegoke, 2015; 4, identified some of these techniques as, introduction of current awareness service, exhibition and display, selective dissemination of information; bulletin boards; complaints/suggestion boxes, users education courses, electronic bill boards, audio-visual services, online dissemination of information via the Internet technology by creating links for current information on the Library portal. Eye-catching displays, interactive web sites, aggressive advocacy, advertising, direct marketing, book sales, friends' groups, contests, good media relations, public presentations and other new technologies. Mutongi and Chiwanza, (2016) encourage Libraries to use social media tools to enable community-based input, interaction, content sharing, discussion and collaboration. Surveys, usage statistics, instructional sessions, posters, tours, websites, emails, word of mouth, press releases, social media tools, and special events can be used to market electronic resources (Dryden, 2014).

### **Promotional tools for library services:**

Marketing tools such as the Library website, emails, bookmarks, posters, flyers, table tents, and social media are widely used among Libraries in order to extend outreach efforts (Dantus and Park, 2018; 9). On the other hand, Yi (2016; 2) found out those traditional tools, such as flyers, brochures and posters, can be used to promote events and programmes, newsletters can introduce new developments. To cut cost in marketing Library services and resources Kumar, (2017; 223) listed the below promotional services which are cost effective, as they require little investment in resources and reach the intended patrons directly:

**Digital media:** Library Website, E-mail services, Web page alert, Library portal, OPAC, Online survey, Webcasts and Web announcements, Online advertising Social Network site such as Facebook, Twitter, Flickr, YouTube, Blogs, Wikis, RSS, Web 2.0.

**Print media:** Booklets, Flyers, Banner/Posters, Bookmarks, Newspaper alert and Newsletter, Use Statistics, Library publications, Annual calendar, Feedback form, Postcard/Letters, survey.

**Events and Activities:** Workshops, Seminars, User-Education and Orientation, Word of mouth, Classroom Instruction, face-to-face events, Library tours, Training session, One-to-one conversations.

A study carried out by Okon, Ime, and Ima-Obong, (2015) on strategic issue of marketing of web-based information resources and services via Library websites in academic Libraries in Nigeria, the authors discovered that academic Library websites were underutilized for marketing of information resources as this development is evolving. It recommended that there should be a national policy on the standardization of criteria for the development of Library websites in Nigeria set up by Nigerian Library Association (NLA) and Librarians' Registration Council of Nigeria (LRCN). Aderibigbe and Farouk, (2017) also piloted a research on challenges associated with Marketing of Information Resources and Services in Federal University Libraries in North-West zone of Nigeria, study involved Heads of Readers services in (5) five Federal University Libraries, they reached a conclusion that the major challenges associated with marketing of information resources and services by the Libraries include inadequate funds to provide relevant resources and services as well as to support the marketing activities, inadequate support from the parent institution, inadequate staff to provide the necessary services with professionalism among others.

Mutongi and Chiwanza (2016) maintained that Libraries are to use differentiated strategy, a situation whereby Libraries distinguish owned products or services from all other Libraries' products and services while capitalizing on competitive advantage the authors consider the differentiated strategy an exceptional advantage over other Libraries and other competitors offering the same product or service. Jacob and Olajide, (2018) discovered that Public Libraries in South West market their information products and services and also shows that lending of materials, user education, school services, referral services are highly available. Quick and long queries, adult literacy programmes, reading list and bibliographies, indexing and abstracting among others were available where as translation services, rental of

premises and CD-ROM services are not available also findings on promotional strategies for marketing information products and services reveals that majority agreed with display and exhibition as well as creation of conducive environment as the type of promotional strategies adopted in the public Library boards studied. Osinulu, Adekunmisi, Okewale, and Oyewusi, (2018) surveyed about marketing strategies employed by state universities, the results revealed that user survey studies, books, interLibrary loan services and improved borrowing privileges were prevalent marketing strategies used by librarians, also they discovered that unstable Internet connectivity and inadequate funding were identified as major challenges to effective marketing of Library products and service.

Odunlade, Akinde and Ojo, (2014) conducted a research in Academic Libraries located in Southwest, Nigeria, it was aimed at investigating the need for marketing strategy as tool for Library and information services delivery by academic Libraries using the various technology driven facilities. The study revealed that not many methods are implored by the academic Libraries in service delivery. Old and traditional methods of service delivery like face to face and notice board approach still topped the list of methods used in service delivery. Also, some of the technological driven strategies are not so embraced in service delivery; this may not be unconnected with inadequate skills of information professionals. The authors recommends, Academic Libraries should fully embrace as many marketing strategies as possible to enhance their service delivery, Library and information professionals should strive to obtain necessary skills required in operating various strategies especially where the use of Information and Communication Technology is concerned.

### **Methodology of the study**

The research employed a descriptive survey methodology to illustrate the phenomenon under examination. Descriptive survey describes a current situation with a subject. It involves collecting data in order to answer questions concerning conditions or relationship that exist, practices that prevail, beliefs, points of views, or attitudes that are held, processes that are going on, effects that are being felt or trends that are developing and reports the way things are. The choice of descriptive survey is because the study will be investigating promotional techniques used in marketing Library services and resources in Mustapha Abba Library, Federal College of Education, Yola, it involves collecting data and

answering questions on the views and opinions of librarians on promotional techniques used in marketing Library services and resources in the college and report the way things are.

A total of 36 staff were targeted for the research, 36 copies of the questionnaire were distributed to the respondents. Only 29 copies were retrieved and correctly filled, this is because some of the respondents had tight schedules that could not allow them time to attend to the questionnaire. While, some were always unavoidably absent either for leave or official engagements outside their places of work. A percentage score of 50% and a mean score of 2.5 were used as bench mark this is because the percentage of 50% and mean score of 2.5 are considered as average score point in this research, any result below 50% will be considered as a negative effect, and above 50% is positive, while any mean score below 2.5 is also a negative impact and above 2.5 is considered a positive impact. A 4 point likert scale is used to determine the intensity of the situation.

### Results of research findings:

**Research Question 1:** What are the needs for marketing Library resources and services in Mustapha Abba Library, Federal College of Education Yola?

To answer this research question, questionnaire items from section A, No. 1 to 9 of the questionnaire was used and presented on table (1) one below.

Table 1: *Librarians' response on needs for marketing Library resources and services in Mustapha Abba Library, Federal College of Education Yola.*

S/N	The need for marketing Library services and resources	Strongly agree	Agree	Disagree	Strongly disagree	Mean – X	Decision
1.	To achieve a high level of customer satisfaction	16 (55.17%)	12 (41.37%)	-	1 (3.44%)	3.48	A
2.	To enlighten users on the relevance of Library use.	16 (55.17%)	12 (41.37%)	-	1 (3.44%)	3.48	A
3.	To achieve the objectives of the Library	19 (65.51%)	9 (31.03%)	-	1 (3.44%)	3.58	A
4.	To identify the information needs of	19 (65.51%)	9 (31.03%)	-	-	-	

	users						
5.	To help users develop skills to assist them to acquire information from various sources	13 (44.82%)	15 (51.72%)	1 (3.44%)	1 (3.44%)	3.44	A
6.	To compete favourably with other information providers	10 (34.38%)	17 (58.62%)	1 (3.44%)	1 (3.44%)	3.24	A
7.	To improve interpersonal relationship between librarians and users	13 (44.82%)	13 (44.82%)	1 (3.44%)	1 (3.44%)	3.24	A
8.	To help provide conducive environment for users to study and work	14 (48.27%)	13 (44.82%)	1 (3.44%)	1 (3.44%)	3.37	A
9.	To attract donors and funding bodies to the Library	4 (31.79%)	19 (65.51%)	5 (17.24%)	1 (3.44%)	2.89	A

*Field Survey, 2019; Key: A= Acceptable and NT= Not Acceptable*

The librarians rated two of the items as the major reason to market Library services. These are to achieve the objectives of the Library (3.58) and to identify the information needs of users (3.58). Other items that were rated as the need for marketing Library services and resources includes: To achieve a high level of customer satisfaction (3.48) and to enlighten users on the relevance of Library use (3.48). To help users develop skills to assist them to acquire information from various sources, to compete favourably with other information providers, to improve interpersonal relationship between librarians and users, to provide conducive environment for users to study have all passed our benchmark of acceptance. However, the lowest total mean rating was (2.89) which is to attract donors and funding bodies to the Library. On an average the librarians agreed to all the options presented as need for marketing services and resources. The need for marketing Library services is viewed by Librarians as to “achieve the objectives of the Library and to identify the information needs of users”. This item has the highest mean rating. This finding is backed informed observation of (Odunlade, Akinde, and Ojo, 2014; Chegwe and Anaehobi, 2015) which states that ‘the purposes of marketing are, achieving objective/goals of the academic Libraries, satisfying user/customer needs and wants and establishing relationship with users’. The integration of marketing into Library services is important because it reinforces and reiterates the basic objectives of the Library in the mind of librarians as they provide services, customers always

have ever-changing needs and wants, there is the need for librarians to understand the information needs of clientele thus create an environment in Libraries that foster customer consciousness and satisfaction.

The second highest rated item is that Library services are marketed in order to achieve a high level of customer satisfaction, this point is in line with findings of (Patil and Pradhan, 2014; 250) where they itemize that ‘the basic objective behind Library promotion and marketing of Library services and products are to achieve high level customer’s satisfaction’. The Library is there for the users, once the users are satisfied and comfortable with services provided; they will always come back next time to make use of it resources. The third rated item is ‘to enlighten the users on the relevance of Library use’ this can be done through organizing Library tour, organizing seminar for users, advertisement and promotion. Several users no longer see the Library as an avenue where current and relevant information can be sourced. In order to change this perception from the minds of the user’s librarians need to educate the users on the benefits of Library use which includes having access to good information sources to solve problems. Several librarians agree with (Garoufallou, Siatri, Zafeiriou, and Balampanidou, 2013; 313) that ‘marketing is essential because it uses a range of tools and resources which aims to promote and make potential and current customers aware of the brand, services, and products of an organization’. Kutu and Olajide, 2018:59 also share the view that ‘A Library without users is useless and to succeed there is a need to let the users be aware of the existence of the Library and its services’.

***Research question 2: What are the Library Services and resources available for marketing in Mustapha Abba Library, Federal college of Education, Yola?***

Addressing this research question, questionnaire Section B, items No. 1-24 was used and presented on table 2 below.

S/N	Library services available for marketing	Available (%)	Unavailable (%)	Decision
1.	Lending services.	26 (89.6%)	3 (10.34%)	A
2.	Inter Library loan.	21 (72.41%)	8 (27.58%)	A
3.	Document delivery services	22 (75.86%)	7 (24.13%)	A
4.	Reservation services	22(75.86%)	7 (24.13%)	A
5.	Translation services	18 (62.02%)	11 (37.93%)	A
6.	Provision of seating and study	23 (79.31%)	6 (20.68%)	A

	facility			
7.	Reference services	29 (100%)	-	A
8.	Library publication	22(75.86%)	7 (24.13%)	A
9.	Selective dissemination of information	25 (86.20%)	4 (13.79%)	A
10.	Current awareness services	27 (93.10%)	2 (6.89%)	A
11.	Internet access	27 (93.10%)	2 (6.89%)	A
12.	Referral services	24 (82.75%)	5 (17.24%)	A
13.	Indexing and Abstracting services	28 (96.55%)	1 (3.44%)	A
14.	Books	29 (100%)	-	A
15.	Journals	29 (100%)	-	A
16.	Newspapers	29 (100%)	-	A
17.	Magazines	26 (89.65%)	3 (10.34%)	A
18.	Pamphlets	24 (82.75%)	5 (17.2%)	A
19.	e-books	25 (86.20%)	4 (13.79%)	A
20.	e-journals	25 (86.20%)	4 (13.79%)	A
21.	e-magazines	22(75.86%)	7 (24.13%)	A
22.	CD-ROMS	19 (65.51%)	10 (34.48%)	A
23.	video cassette	11 (37.93%)	18 (62.06%)	NA
24.	audio cassette	12 (41.37%)	17 (58.62%)	NA

*Field Survey, 2019; Key: A= Available and NA=Not Available*

To answer research question 2, which is concerned with Library services and resources that are available for marketing, 13 Library services and 11 Library resources were presented to the respondents and they were requested to indicate the Library services that are available and those that were not available for marketing in the Library. As shown on table 2, Reference services is the most available services for marketing with 100% availability, followed by Indexing and Abstracting services with (96.55%), Internet access (93.10%) and Current awareness services (93.10%), lending services (89.6%), Provision of seating and study facility (79.31%), Reservation services (75.86%) and Library publication (75.86%), Translation services is the least with (62.02%). While for resources, Books, Journals and Newspapers are 100% available for marketing, Magazines (89.65%), Pamphlets (82.75%), e-books (86.20%), e-journals (86.20%), e-magazines (75.86%), CD-ROMS (65.51%) were all available for marketing, However, the results show that Video cassette and Audio cassette were not available for marketing.

Services provided should include everything that helps a Library user to have an easy access to information resources. The findings from the study further revealed that academic

librarians agreed that Library services are marketable to Library users. The most service available for marketing is Reference service, Reference service is very important, because it helps establish contact between a user and the right information or resource at the right time, thereby saving time of the user, this point is further highlighted by (Umoh,2017;154). Reference sessions teach students the critical thinking skills necessary for using Library information resources are one of the basic services provided by the staff particularly to new students of the institutions in Nigeria. The respondents agreed that indexing and abstracting is the second service readily available. Onwuchekwa and Adogbeji, 2013 asserted that indexing is a superior techniques for retrieving relevant information contained in documents stored in the Library, abstracts, index entries, title listings, and other forms of document representations are highly organized and detailed guides that lead user to the originals that the Libraries are expected to furnish, in addition to acting as guides, document representations also to provide the user with means of appraising the value of the available literature, it's relevance to his area of interest, and his need for the original. Chegwe and Anaehibi 2015;18 they cited Sharma and Bhardwaj, (2009) stating that Library's collection, products and services, staff as well as goals and objectives of the Library (mission statement) are marketable to Library users. Similarly, Chegwe and Anaehibi 2015;18 cited Martney, (2009) that Libraries can market their collections (books, periodicals, videos and films) services(circulation, inter Library and document delivery, online searches, reference services and contracted services from other providers, bibliographic instructions) provided by staff of the Library. From the result, it is evident that the Library is in possession of both traditional book and electronic resources, traditional books, journals newspapers are the most prevalent followed by e-books and e-journals. Adegoke, (2015;3) record traditional resources as books, journals, newspapers, magazines and pamphlets. While for electronic resources (Joshua, 2014; 1) noted these resources as e-books, e-journals, e-magazines and e-documents.

***Research Question 3: What current techniques are employed and to what extent are Library resources and services marketed in Mustapha Abba Library, Federal College of Education, Yola?***

This research question was answered using questionnaire Section C, items No. 1-18 and presented below on table 3 and bar chart below.

S/N	Techniques implored	Great extent	Moderate extent	Little extent	Not available	Mean – X	Decision
1.	Provision of electronic access to information	23 (79.31%)	6 (20.68%)	-	-	3.79	A
2.	Exhibitions and display of new arrivals	20 (68.96%)	9 (31.03%)	-	-	3.68	A
3.	One on one discussion with users	19 (65.51%)	8 (27.58%)	2 (6.89%)	-	3.58	A
4.	Increase interpersonal relationship between staff and user	17 (58.62%)	9 (31.03)	3 (10.34%)	-	3.48	A
5.	Organizing trainings, seminars and workshop for academics and students	21 (72.41%)	6 (20.68%)	2 (6.89%)	-	3.65	A
6.	Provision of suggestion boxes	9 (31.03%)	9 (31.03%)	11 (37.93%)	9 (31.03%)	3.24	A
7.	Use of leaflets and posters	8 (27.58%)	7 (24.13%)	9 (31.03%)	5 (17.2%)	2.62	A
8.	Sending personal letters to users through E-mails and text messages	11 (37.93%)	6 (20.68%)	4 (13.79%)	8 (27.58%)	2.68	A
9.	Organizing Library week	9 (31.03%)	4 (13.79%)	7 (24.13%)	9 (31.03%)	2.55	A
10.	Library publication	12 (41.37%)	6 (20.68%)	4 (13.79%)	7 (24.13%)	3.0	A
11.	Newsletters	11 (37.93%)	4 (13.79%)	7 (24.13%)	7 (24.13%)	3.1	A
12.	Library tours	6 (20.68%)	11 (37.93%)	5 (17.2%)	7 (24.13%)	2.55	A
13.	Online advertising	8 (27.58%)	5 (17.2%)	9 (31.03%)	7 (24.13%)	2.48	NA
14.	Classroom instruction	7 (24.13%)	13 (44.82%)	6 (20.68%)	3 (10.34%)	2.82	A
15.	Selective dissemination of information	11 (37.93%)	10 (34.45%)	8 (27.58%)	-	3.1	A
16.	Access to Internet and computers	21 (72.41%)	6 (20.68%)	2 (6.89%)	-	3.65	A
17.	Bulk text message for CAS	7 (24.13%)	6 (20.68%)	11 (37.93%)	5 (17.2%)	2.51	A
18.	Use of web 2.0 or social media platforms	11 (37.93%)	9 (31.03)	3 (10.34%)	6 (20.68%)	2.86	A

*Field Survey, 2019; Key: A= Acceptable and NA=Not Acceptable*

Respondents indicated that Provision of electronic access to information ( $x=3.79$ ) ranked highest followed by Exhibitions and display of new arrivals ( $x = 3.68$ ) and Access to Internet and computers ( $x = 3.65$ ) and Organizing trainings, seminars and workshop for academics and students ( $x = 3.65$ ) amongst other strategies. The least indicated technique is Online advertising ( $x=2.48$ ) which is below our average mean score, with this regard it is considered not available, bulk text message for CAS ( $x = 2.51$ ), while Library tours and Organizing Library week both have a mean score of ( $x=2.55$ ), Use of leaflets and posters ( $x=2.62$ ), Sending personal letters to users through E-mails and text messages ( $x=2.68$ ) and Use of web 2.0 or social media platforms ( $x = 2.86$ ). Using the weighted mean ( $x = 2.50$ ) as the benchmark to determine marketing techniques, it can be deduced that Provision of electronic access to information to market Library services and products, Exhibitions and display of new arrivals, Access to Internet and computers, amongst others are prevalent strategies used by respondents. Bulk text message for CAS, Library tours, Organizing Library week, selective dissemination of information technique are least utilized by respondents, while Online advertising is not so prevalent. This is because the mean value of the indicator is lower than the weighted mean score.

As indicated on the responses concerning techniques used by librarians in marketing Library services “provision of electronic access to information” to improve Library services and information products was rated high. Electronic Information Resources (EIRs) has gradually become a major part of academic Library’s collection, Library has purchased subscriptions to many electronic information resources in order to provide users with access to them free of charge, effective marketing of EIRs can help Libraries, reach to all their users and let them know that they have a large collection of convenient, easy to use, high quality resources (Kumar, 2017; 221). This result contradicts the findings of (Odunlade, Akinade and Ojo 2014:36) which revealed that the highest marketing strategies employed in rendering Library services is sending bulk text messages to Library users in a research carried out in six (6) Universities in South-western Nigeria. The second most rated item is Exhibitions and display of new arrivals. Exhibitions and display of new materials is a very efficient and cost effective technique in marketing Library services. This is in agreement with (Adegoke, 2015; 4) who cited Davidson (2001) where he “stressed the importance of marketing Library and information services through displays and exhibitions. According to him exhibition can boost current awareness in the Library because it allows Library clientele to know the existence of materials in the Library”. Exhibitions of Library materials to users

are a powerful means of advertising the services and educational values of the institution in general and the Library in particular. When information materials are displayed attention can be drawn to new arrivals, special collections, reserve materials and services that are offered within the Library that often go unnoticed. Kutu and Olajide, 2018; 58 also found out that majority of librarians agreed with display and exhibition as an effective marketing technique. Another technique that is used to a great extent is 'Access to Internet and computers' as part of Library services. The Internet doesn't just attract more users to the Library but it assist in meeting the information need of users. Many scholarly like (Yebowaah, 2017) argue that the Internet is taking people away from the Library because it provides easy access to information at one's comfort, but the fact is the Internet and the Library can coexist together as long as the Library integrated the Internet to it services. Yebowaah (2017) cited (Shehu, Enite and Aworo, 2015) that Nigerian students preference for Internet over Library was influence by it relative accessibility, knowing this fact, the Library can provide access to free Internet access and computers so as to attract users (which is one of the objective of marketing), as (Adekunmisi 2013; 243) asserted 'although, it takes time to set up and maintain services on the Internet, it can reap rewards in terms of user satisfaction and recognition. The Internet has the power to improve the Library's image and also allow the Library to offer enhanced services'. It quite unfortunate the Library does not utilize online advertisement, web 2.0 and social media as a marketing strategy. Unfortunate in the sense that, Ramos, (2016: 11) asserted that institutions exploit the Internet to provide a platform for establishing a presence in the marketplace to offer products or services, the author further stated that "In the world of the information society, where millions of people are connected online, the Internet has become the best, most widely visible display case for companies and institutions to gather users and clients". Also, Mutongi and Chiwanza, 2016 encourage Libraries to use social media tools to enable community-based input, interaction, content sharing, discussion and collaboration.

### **Summary of findings**

The following findings can be deduced from the study analysed:

- The major need for marketing Library services and resources according to librarians in Mustapha Abba Library are: to achieve the objectives of the Library and to identify the information needs of users. This aligned with the findings of (Odunlade, Akinade, and Ojo, 2014; Chegwe and Anaehibi, 2015) which states that 'the purposes of

marketing are achieving objective/goals of the academic Libraries, satisfying user/customer needs and wants and establishing relationship with users'. The integration of marketing into Library services is important because it reinforces and reiterates the basic objectives of the Library in the mind of librarians as they provide services, customers always have ever-changing needs and wants, there is the need for librarians to understand the information needs of clientele thus create an environment in Libraries that foster customer consciousness and satisfaction.

- Several services were available for marketing. However, four services were highly available for marketing. They include Reference services, Indexing and Abstracting services, Internet access, and Current awareness services.
- Library resources that were marketed to a great extent are Books, journals and newspapers. It was however, observed that videocassette and audiocassette were not readily available for marketing.
- Several techniques are being employed in marketing Library. However, the most commonly used techniques are Provision of electronic access to information followed by exhibition and display of new materials. This technique is very effective in the 21st century as every institutions are going digital, provision of electronic access to information will accommodate new segment of users of the Library, as (Kumar, 2017;221) advised that Library should purchased subscriptions to many electronic information resources in order to provide users with access to them free of charge, effective marketing of EIRs can helps Libraries, reach to all their users and let them know that they have a large collection of convenient, easy to use, high quality resources. Exhibitions of Library materials to users are a powerful means of advertising the services and educational values of the institution in general and the Library in particular. Adegoke, 2015; 4 who cited Davidson (2001) where he “stressed the importance of marketing Library and information services through displays and exhibitions, According to him exhibition can boost current awareness in the Library because it allows Library clientele to know the existence of materials in the Library”.

**Conclusion:**

The best way academic Libraries can get users to utilize the resources and Library services is through developing strategic marketing techniques, targeting the students, staffs and other potential users of the Library. Marketing is essential in making the proper planning,

designing and formulation of services and resources for the better and optimal use of information resource. The study found that Marketing techniques are proving to be effective in assisting academic Libraries to adjust to changes in its users' needs and will ensure that services delivered continue to fit the needs of users. The resources and services provided by the Library range from knowledge access through print and electronic medium, and research support to printing services and the provision of information skills, supported by one on one assistance and advice. It was the opinion of librarians that marketing Library services is necessary in order to achieve the objectives of the Library and to achieve high level of customer satisfaction. Several services were available for marketing; however, three Library services were highly available. They include reference services, indexing and abstracting services and Internet access. Based on the findings of the study it was discovered that two Library resources were not available for marketing. These resources are video cassette and audio cassette. The marketing techniques mostly used by librarians in marketing Library services are provision of electronic access to information, i.e. web documents and e-resources, exhibitions and display of new materials and organizing training, workshops, seminars for students and staffs. It was also agreed that various strategies needed to be undertaken by Library administrators and librarians to improve marketing Library resources and information services.

### **Recommendations:**

Based on the results and findings of this study, the researchers provided the below recommendations:

- Library management should expose librarians to marketing Library services through trainings, conferences, seminars, workshops and symposiums.
- Marketing courses should be introduced in Library school's curriculum and should be made compulsory.
- Librarians should be more committed to their work and introduce new techniques to market their Library resources and services.
- Librarians should engage in outreach programs outside the Library building so as to attract potential users.

- Librarians should engage in using the Internet and social media to reach out to various users.
- The techniques of marketing the library services and products should be expanded and developed to meet the changing needs of prospective library users.

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## Appendix

### QUESTIONNAIRE

#### **PART I:** *Data on research questions.*

#### **Section A:** Data on the need for marketing Library services and resources.

**Research Question 1:** What are the needs for marketing library resources and services in Mustapha Abba Library, Federal college of Education Yola?

Table 1: Need for Marketing Library resources and Information Services

Note: SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree

Indicate by ticking [  ]

S/N	The need for marketing library services and resources	Strongly agree	Agree	Disagree	Strongly disagree
1	To achieve a high level of customer satisfaction				
2	To enlighten users on the relevance of library use.				
3	To achieve the objectives of the library				
4	To identify the information needs of users.				
5	To help users develop skills to assist them to acquire information from various sources				
6	To compete favourably with other information providers.				

7	To improve interpersonal relationship between librarians and users				
8	To help provide conducive environment for users to study and work				
9	To attract donors and funding bodies to the library				

**Research question 2:** What are the Library Services and resources available for marketing in Mustapha Abba Library, Federal college of Education Yola ?

Table two: Indicate the library services and resources available for marketing in your library

Indicate by ticking [ ✓ ]

S/N	Library services available for marketing	Available	Unavailable
1	Lending services.		
2	Inter library loan.		
3	Document delivery services		
4	Reservation services		
5	Translation services		
6	Provision of seating and study facility		
7	Reference services.		
8	Library publication.		
9	Selective dissemination of information		
10	Current awareness services.		
11	Internet access		
12	Referral services		
13	Indexing and Abstracting services		

S/N	Techniques implored	Great extent	Moderate extent	Little extent	Not available
1	Provision of electronic access to				

14	Books				
15	Journals				
16	Newspapers				
17	Magazines				
18	Pamphlets				
19	e-books				
20	e-journals				
21	e-magazines				
22	CD-ROMS				
23	video cassette				
24	audio cassette				

**Research Question 3:** What current techniques are employed and to what extent are library resources and services marketed in Mustapha Abba Library, Federal college of Education Yola?

Table four: Techniques for marketing of library resources and information services

Note: GE= Great extent, ME= Moderate extent, LE= little extent, NA= Not available

	information				
2	Exhibitions and display of new arrivals				
3	One on one discussion with users				
4	Increase interpersonal relationship between staff and user				
5	Organizing trainings, seminars and workshop for academics and students				
6	Provision of suggestion boxes				
7	Use of leaflets and posters				
8	Sending personal letters to users through E-mails and text messages				
9	Organizing library week				
10	Library publication				
11	Newsletters				
12	Library tours				
13	Online advertising				
14	Classroom instruction				
15	Selective dissemination of information				
16	Access to internet and computers				
17	Bulk text message for CAS				
18	Use of web 2.0 or social media platforms				

Indicate by ticking [ √ ]